(a) whether Press Council of India has given any suggestion with regard to banning of liquor advertisements in newspapers and electronic media;

(b) if so, the detailf thereof; and

(c) what is Government's reaction and decision on this suggestion?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF THE DEPARTMENT OF DISINVESTMENT (SHRI ARUN JAITLEY): (a) to (c) The Press Council of India in its meeting held at Lucknow has decided to advise the Central Government to take a definite stand on the prohibition or production and consumption of liquor and to advise all the States to impose a blanket ban on the publication of advertisement of liquor by the print media and by audio visual advertisement. A copy of the minutes of the meeting have been forwarded by the Council to this Ministry on 11th May, 2000.

Repetition of certain Serials

5249. SHRI GOPALSINH G. SOLANKI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that Doordarshan is repeating some serials on Mughal dynasty on main Doordarshan channel;

(b) if so, what are the names of serials on Mughal dynasty having already completed their telecast and serials currently in the air;

(c) whether it is also a fact that after showing the main serials on Mughal dynasty, the individual characters of the same story are being telecast on prime time in more than 104 episodes;

(d) if so, the reasons for approving serials with same story;

(e) whether Government would enquire into this matter by an independent authority; and

(f) if not, the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF THE DEPARTMENT OF DISINVESTMENT (SHRI ARUN JAITLEY): (a) to (c) No, Sir. The fact is that a serioal titled "Akbar the Great" produced by Shri Akbar Khan was telecast on DD-1 for 49 episodes in 1995-96. This was a purely historical serial on the life of great Mughal Emperor Akbar. Now DD-1 is telecasting a serial titled

"Noorjahan" written by Jyoti Jaffa which has been characterized specially on Mehrunnisha alias Noorjahan. This serial depicts mainly the love story of Salim and Mehrunnisha which is presented in the form of a fiction. Thus, the two serials are conceptually different from each other.

(d) While processing the proposals, utmost care is taken with a view to bring in fresh concepts, treatment trends and programmes with high production values. In the present competitive market scenario, the sponsored serials need to be of high quality besides being non-repetitive. The serial "Noorjahan" processed and approved by a committee of professionals has high production values and is giving good revenue to Doordarshan.

(e) to (f) No, Sir. However, Shri Akbar Khan, the producer of the serial "Akbar the Great" has filed a suit before the civil Court, Tis Hazari, Delhi for stay of the ongoing serial "Noorjahan" produced by M/s. Cinevista Communications. The Hon'ble Court has not granted any stay in the case. The matter is presently subjudice.

Release of Advertisement to Orissa Newspapers

5250. SHRI RAMACHANDRA KHUNTIA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that Orissa newspapers are not getting adequate advertisements from the Cental Government;

(b) how many Orissa newspapers are not eligibel to get the advertisement; and

(c) whether Government have any set policy for releasing advertisements to the newspapers?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF THE DEPARTMENT OF DISINVESTMENT (SHRI ARUN JAITLEY): (a) No, Sir.

(b) and (c) As per the Advertising Policy of the Government of India, newspapers/periodicals have to be empanelled with DAVP for release of government advertisements. Only those newspapers, which meet the criteria laid down for empanelment are eligibel to get the advertisements. As on 31.3.2000, 52 newspapers/periodicals published from Orissa were empanelled with DAVP. DAVP does not maintain any list of newspapers who are not eligible to get the advertisements.